

NEW IDEAS AND SUGGESTIONS FOR IMPROVING IMAGES OF INNOVATION PROCESSES

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***Annotaion:** The article is devoted to the prospects of using business information services in various functional areas of financial and economic activities of enterprises and organizations.*

***Keywords:** information service, business information services, consulting, business process, reengineering, theoretical model, management system*

НОВЫЕ ИДЕИ И ПРЕДЛОЖЕНИЯ ПО УЛУЧШЕНИЮ ВИДОВ ИННОВАЦИОННЫХ ПРОЦЕССОВ

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***Аннотация:** Статья посвящена перспективам использования сервисов деловой информации в различных функциональных сферах финансово-хозяйственной деятельности предприятий и организаций.*

***Ключевые слова:** информационная служба, бизнес-информационные услуги, консалтинг, бизнес-процесс, реинжиниринг, теоретическая модель, система управления.*

The purpose of the study is to identify promising development areas of economic sectors on the basis of integrated application of information and analytical support of management and production processes. The hypothesis of the study is to justify the management model of industrial enterprises based on the optimization of the information environment and the use of business information services. Main research methods: system and situational approach, modeling of socioeconomic processes, formal and logical analysis. The results of the work consist in a comprehensive description of information services in

terms of process and system approaches, assessment of their role in the financial and economic activities of enterprises and organizations. It is established that the use of business information services can positively solve a wide range of management and production tasks, optimize the main business processes, resulting in a comprehensive economic effect. The theoretical model of management of the branch enterprises on the basis of business information services in which the main actual directions of their introduction and the received results are shown is created. The results of the study can be used in various types of economic activities, to adapt to industry and regional characteristics. The directions of future research are related to the definition of quantitative and qualitative effect of the introduction of business information services for enterprises of various industries, the rationale for the savings and profit growth in absolute and relative terms, which is of interest in modern conditions of finding ways to optimize business processes.

Scientific and technological progress and informatization of the socio-economic sphere determines the vector of development of society and business, contributes to the emergence of new types of activities related to analytical support of key areas of industry and services.

The modern stage, which began with the creation of the first electronic computers and the subsequent transistor revolution, contributed to the emergence of a global information network, which gave impetus to the transition of humanity to the era of the information economy. Along with this, new spheres of production, accumulation, consumption and exchange of goods appeared. One of the actively developing areas of social and economic activity has become the sphere of information services

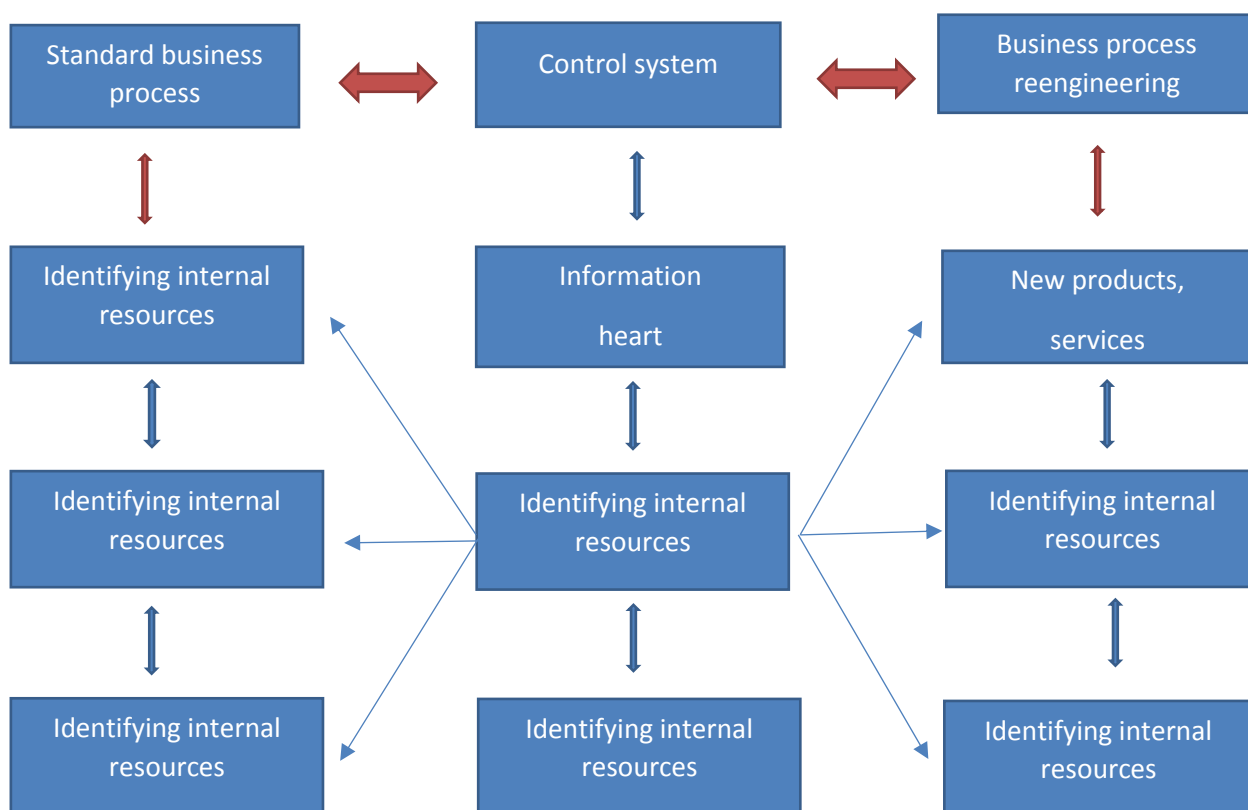
An information service is an "economic form" of information, a form its economic realization, use, exchange, appropriation and consumption.

An information product is understood as information prepared taking into account user needs and designed to meet them; informational service - actions of subjects (owners and owners) to ensure user information products.

Features of the concept of "information service "can be characterized as follows way:

- focus on individual benefits and effects;
- identification of the concepts "information service", "information product",
"Information service result";
- lack of a systematic approach that takes into account the conceptual base and economic content of the information service.

Aggressive state policy in relation to the freedom of operation of the global information network, as well as bills aimed at limiting the use of this network, can limit the development of the information services sector. So the Yarovaya bill, a bill with an anti-terrorist orientation, obliges telecom operators to purchase equipment at their own expense for collecting and storing all information that is transmitted by users during six months, which leads to a colossal increase in prices for communication tariffs, significantly limits the prospects for the development of information services in our country, and, consequently, their impact on the economy.



A model of a management system for industrial enterprises based on business information services

Another challenge on the path of development information services can become copyright that restricts, or completely forbids using your own developments (or concepts) for revision, improvement, or obtaining a completely different product, which significantly slows down the development of the industry. The solution is to introduce amendments to the "Law on Copyright and Related Rights", which would remove all restrictions on the use and modernization of the product for scientific purposes.

There remains an unresolved issue related to the pricing of information services. The solution to this problem is a more detailed study of all aspects, affecting the production process itself, the technical component of the product, its specifics, its possible benefits and potential, as well as an analysis of the market situation in this service sector.

The information environment is a determining factor in effective communication, obtaining reliable information at all levels of management and production.

An optimal information environment ensures quick management decisions, reducing waiting time and financial and economic losses, and contributes to the flexibility of the management system.

As a result of the study, it can be concluded that society is constantly evolving, production industrial cycles and scientific and technological revolutions contribute to the formation of new types of activities, products and services, which subsequently begin to have a significant impact on human life and the economy. Information technologies are actively being introduced into the socio-economic sphere, transforming it, and contributing to an increase in the efficiency of scientific and technological progress in various activities.

Information services market with everyone increases its influence on the world economy, transnational corporations with high capitalization are pioneers

in the field of telecommunication technologies and have been operating in the field of information services and technologies for over 40 years. In Uzbekistan, business information services are a dynamically growing sector of the economy, the greatest activity is to industrial and financial centers -Tashkent and Samarkand.

The impact of business information services for the development of enterprises in various industries is manifested in the universality of information and communication exchange, the need to ensure quality interconnections of the management system and production, constant analysis of consumer demand. Increasing the efficiency of the development of industries based on the introduction of business information services is due to the search for reserves for reengineering key business processes, taking into account the potential of the external environment, which is favorable for the chosen type of activity.

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